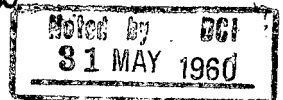


May 28, 1960

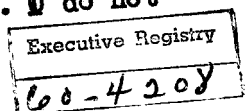


Mr. Dulles:

It would be interesting to discover which "American Business Institution," if any, paid the fee for this little item. I just thought you would be interested to see where some of the "grass roots" clips you may be getting originated. My only interest in this is that I thought you were rather decent to [redacted] who is a friend of mine. I'm signing this just because I don't like anonymous notes. I do not

STAT

ER  
expect nor a wish a reply. *John F. McLeod*  
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EDITORIAL COMMENTARY ON NATIONAL AFFAIRS

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RETAIL EDITORIAL COMMENTARY ON National News is the basic job of WASHINGTON-EXCLUSIVE. This regular, comprehensive service is made possible by responsible American Business Institutions who pay an established fee to present timely business stories of FREE ENTERPRISE to Grass-Roots Americans, "The Most Influential People in the World." Clients do not dictate policy. To do so would impair our usefulness to them as well as to you. Sponsorship by politicians or political parties or groups is not accepted. OUR OPINIONS REMAIN OUR OWN. Bob Taylor

HAVE TROWEL, WILL TRAVEL

No. 22-5460

Much well-intended advice has been offered on how to become a champion, but far too little attention has been paid the plight of the new champion. Stated simply, all sorts of people suddenly want to find out "how good he really is". Watchers of TV westerns are all too familiar with the tired plot where a fast gun-fighter tries to go straight but his "top gun" reputation draws challengers like flies.

We reacted with mixed feelings, therefore, when we learned about a recent contest for bricklayers' apprentices sponsored by the international bricklayers' union. Forty young and eager finalists, drawn from cities all over the country, took part in Washington, D.C. Reports have it that the slowest of them laid brick at more than double the rate quoted in the popular story about bricklayers not laying more than 300 brick a day. The contestants laid them down at 600 a day clip and up, and the sponsor reported a still unclaimed standing offer of \$1000 to anyone with proof that a bricklayer has been restricted.

The boys competed for several days, laying up straight and fancy patterns and listening to more than the usual amount of kibitzing. The field narrowed to four. Then, after some more expert bricklaying, the judges chose a champion 21-year-old Edward Wilkinson from Wilmington, Del. He took home \$500, a trophy, and a "top gun" reputation. A veteran bricklayer commented, "For the next year, nothing that boy does is going to be good enough. The other men on the job are going to give him a hard time. He'll get all the hardest jobs and tricky wall-laying jobs."

Edward, congratulations - and our sympathies.

### THE POWER OF ADVERTISING

As a young man, George Romney, now one of our best known industrialists, went from Utah to Washington, D.C., to seek his fortune. What happened is told in a Harper's book, "The Story of George Romney" by Tom Mahoney which is being hailed by reviewers as one of the best recent business biographies.

One morning, George noticed a male-help wanted advertisement in a newspaper. It simply said "stenographer" at a room in the Senate Office Building. Out of a hundred candidates, he landed the job working for the late Senator David L. Walsh of Massachusetts. This started a career which a few years ago made him head of American Motors Corp.

With such an incident in his background, it is natural for George Romney to be interested in newspaper advertising. In fact, he is so interested that his company spends a larger share of its advertising money in newspapers than any other automobile manufacturer. As those who follow the financial pages know, the results have been very happy for him.

"The outstanding success story - in fact the only automotive success story of 1958 - was that of American Motors," noted Editor & Publisher, the trade magazine. It spent about \$4,300,000, more than two-thirds of its advertising budget in newspapers. The company was the only one with greater sales than the previous year and had profits of \$26,000,000.

Last year Romney's company spent \$8,507,433 in newspapers, virtually double the year before, and had profits of \$60,000,000. In the compact car field, where it was once alone, his company now has a host of competitors. But it is still putting the bulk of its advertising in newspapers and in April had a greater share of the greatly expanded 1960 compact market than any other company!

This is not surprising. When we seek something as vital as a job or want to make a purchase as important as an automobile, it is only natural that we turn to our newspaper where the essential information is recorded in black and white and usually with a local address at which we can do business.

### LEMONADE FROM THIS LEMON?

One significant and encouraging result of the U-2 spy plane uproar is the growing sentiment in Congress for a thorough-going shake-up and house-cleaning of our huge and bumbling Central Intelligence Agency - under the direction of a new chief, J. Edgar Hoover! The thinking on Capital Hill was most succinctly expressed perhaps by Congressman Wint Smith of Mankato, Kan., and reported by Human Events: "Fire Allen Dulles and replace him with the ablest man we have for that intelligence job. I mean J. Edgar Hoover, of the FBI."

This is something, we would guess, that the folks back home will go for, too.

National Press Club  
Washington 4, D. C.

Mr. Allen Dulles  
Director  
Central Intelligence Agency  
Washington, D.C.



NATIONAL  
SALVATION ARMY  
FOURTH WEEK IN

